

## Statistics

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### Population (2003)

Tennessee:	4,241,798	metro	(1.8% of total U.S. metro)
	<u>1,600,040</u>	non-metro	(3.2% of total U.S. non-metro)
	5,841,748	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Tennessee:	615,125 jobs	(17.7% of total Tennessee employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Tennessee:	87,595	(4.1% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Tennessee:	133 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Tennessee:	\$2.2 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #31**

### Top 5 Agricultural Commodities (2002)

Commodity	Farm receipts (in thousand \$)	Percent of U.S. farm receipts
Cattle and calves	342,565	0.9
Broilers	268,410	2.0
Greenhouse/nursery	196,016	1.4
Soybeans	182,669	1.4
Cotton	179,327	4.7

### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Tennessee: \$11.2 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

Tennessee: 46  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

Tennessee: \$637,000  
United States: 392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

Tennessee: 300 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Tennessee: 0  
Total: 96

## **Marketing Products and Services**

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### **Specific to Tennessee**

#### **Workshop to Help Minority Farmers Held in Nashville**

A workshop called *Opportunities: An Outreach Program for Minority Farmers* was held in Nashville in January 2005. The workshop is jointly sponsored by Marriot Hotels, AMS, and

other USDA Agencies. This train-the-trainer workshop has been presented to many community-based organizations in the south. AMS told attendees about AMS services and funding opportunities. They, in turn, will help minority farmers to expand their business capacity to sell their fruits and vegetables to Marriott.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$21,000 was awarded to the Tennessee Department of Agriculture, in cooperation with the University of Tennessee Extension Service, to assess opportunities for Tennessee producers to supply locally produced products to immigrant Hispanic populations in the State.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.